

Note for Hingst, Donna

From: McGrath, Kathleen
Date: Thu, Apr 4, 1996 5:45 PM
Subject: Marlboro Cookbook Event
To: James, Gerry *To: Hingst, Donna; 4/4/96*
Cc: DeMaio, Laurie; Fawcett, Gina; Fontanez, Jose; Hingst, Donna

Hi Gerry,

Just wanted to give you the heads up on a new Marlboro event that's coming to Cleveland.

Marlboro will be participating at this year's Cleveland Rib Cook-Off (May 23-27). We'll be there with the new Marlboro Cookhouse, in support of the Marlboro Country Cookbook.

Here's a brief background on the event:

The Cookhouse is a 48' traveling kitchen - equipped with ovens, grills, sinks, and everything else needed to prepare samples of recipes from the Marlboro cookbook. During the Cook-Off, adults will be able to enter the Marlboro exhibit area and sample foods from the cookbook.

To participate, each adult will need to make a \$2.00 charitable donation. All proceeds from the event will benefit the Northcoast Food Rescue. In addition, they will collect the leftover foods and deliver them to the needy.

Adult smokers who complete name generation cards will also be eligible for random drawings for a set of Marlboro Cookout Irons.

On Wednesday, May 22, the Cookhouse will be set up, and Marlboro will host a Premier Night party. The Premier Night will consist of a sit down dinner and cooking demonstrations by a local chef. Of course, the menu items will all be from the cookbook.

The exact details of the event have not been confirmed, but I can give you a guesstimate of them:

- will start at 5:30 or 6:00 PM and run until approx. 9:00 PM.
- your section will be allotted approx. 60 tickets to the event (Fair VIP's, local media, and NY PM personnel will also be present). Since seating is limited, it's important that your guest list does not exceed the number of tickets you are allotted.
- Location: Burke Lakefront Airport - I just don't know our exact location yet

We will be printing up invitations for you to distribute to your guests. I just ask that you provide us with a final guest list so that we can keep it at the entrance.

I'll let you know the specific details as soon as they are confirmed. Until then, you can give me a call at (212) 880-3984 or e-mail me with any questions you have.

Thanks,
Kathy